

BOOGIE THE BRIDGE

20TH ANNUAL



MOVEMENT IS CHANGE

SUNDAY, APRIL 30, 2017 • KAMLOOPS, BC

INSIDE:

BOOGIE THE BRIDGE SOCIETY
BOOGIE TRAINING WITH JO BERRY
BOOGIE EXPO
HOW TO REGISTER
MEET 5 ACTIVE PEOPLE IN OUR COMMUNITY





BOOGIE THE BRIDGE



THE STORY OF BOOGIE

It all starting back in 1998 when Jo Berry, who after the loss of her mom, decided to develop an event based on the theory that "Movement is Change" to assist others in the community. Look at how Boogie the Bridge has grown; from 62 racers in the beginning to the goal of 3000 runners and walkers for year 20 in 2017. The event has raised over \$1,000,000 (before expenses) for Kamloops community groups.

THE MISSION OF BOOGIE

Boogie is a not for profit organization that strives to lead in the commitment to holistic health and positive change. This is implemented through continuous growth and development of the 3 pillars of Boogie:

- Movement is Change
- A signature / legacy event for Kamloops
- Community contribution and fundraising

BOOGIE CORE VALUES

COMMITMENT • TRUST • INTEGRITY • RESPECT • KINDNESS • FUN

GREETINGS FROM US

Greetings from Boogie the Bridge Society: The Boogie the Bridge Society is a non-profit organization that oversees the planning and coordination of the annual CFJC-TV Boogie the Bridge walk/run event. We are reaching a milestone on April 30, 2017 and celebrating our 20th Annual Boogie the Bridge. This event has contributed to our community's wellness and has raised (before expenses) over One Million dollars with the proceeds going to local Kamloops charities.

The Boogie the Bridge Society Board works together with the hard working and dedicated Boogie Team and Team Leads from September to May each year to ensure the success and sustainability of this event. The Board makes decisions regarding expenditures, reviews contracts, leases, and ensures that all legal requirements are in place and address issues as they arise.



2017 SOCIETY BOARD

- | | |
|------------------------------------|-----------------------------------|
| FOUNDER: Jo Berry | TREASURER: Jennifer Brosch |
| PRESIDENT: Cathy Colborne | DIRECTOR: Karen Henning |
| VICE PRESIDENT: Terri Axani | DIRECTOR: Maryanne Waters |
| SECRETARY: Susan Wright | DIRECTOR: Shelley Trudeau |

CONTACT US

MAILING ADDRESS: Boogie The Bridge Society, BOX 406, 230 – 1210 Summit Dr. Kamloops, BC V2C 6M1

- | | |
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| ENTERTAINMENT | entertainment@boogiethebridge.com |
| SPONSORSHIP | joberry@boogiethebridge.com |
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| FOOD | food@boogiethebridge.com |
| MINI-BOOGIE | miniboogie@boogiethebridge.com |



CHARITY HIGHLIGHTS



THE BOOGIE THE BRIDGE SOCIETY PROUDLY PRESENTED DONATIONS TO OUR CHARITIES FOR BOOGIE THE BRIDGE 2016 IN THE AMOUNT OF \$57,257.00

\$5,500.00 – Boogie the Bridge Cultural Fund.

Making Arts and Culture Accessible for children and youth, that is what Boogie the Bridge Cultural Fund (BBCF) is all about. The BBCF was established in December 2005, when the committee identified the concern that increasingly more families are less able to afford “extras” such as cultural opportunities. Since 2007 this fund has awarded over \$45,000.00 to support 280 children and youth in cultural programs and workshops.

The Boogie the Bridge Endowment Fund continues to grow through community support and participation in the annual CFJC-TV Boogie the Bridge, to help support, develop and nurture creative growth for Kamloops children and youth.

\$26,147.50 – Kamloops A Way Home - Committee to End Youth Homelessness.

We are so thankful for the funding and support through Boogie the Bridge. These funds will be used to directly house youth who are experiencing homelessness in Kamloops. The funds will create a new housing/emergency fund for all partner agencies to access to support youth to obtain housing. Thank you for investing in these youth! Youth will now be able to transcend homelessness with the safety and security provided in "Boogie Homes" all throughout Kamloops. On behalf of A Way Home, we thank you from the bottom of our heart for investing in these youth and creating a legacy.

Katherine

\$25,584.50 - Crossing Bridges Arts Outreach

We are so grateful for the support from Boogie the Bridge! Your funding gives children, youth and families a chance to participate in arts workshops that help heal trauma, enable self-expression, build self-esteem and create positive peer connections. Boogie's support has provided us with the stability needed to continue this fantastic program and to reach even more individuals than ever. On behalf of all the participants, thank you so much! Cheers,

Kathy Sinclair, Executive Director Kamloops Arts Council



IN CELEBRATION OF THE 20TH ANNUAL THE FIRST BOOGIE THE BRIDGE BURSARY 2017 WAS ROLLED OUT.

The purpose to financially support people in our community to become more active in ways that align with Boogie Core values and beliefs (“Movement is Change”) where finances limit their participation in the Kamloops’ “CFJC TV, Boogie the Bridge” Event (Sunday, April 30, 2017). The event registration cost is waived, allowing participation at no cost for successful applicants. The Boogie the Bridge Society looks forward to offering this Bursary for years to come.

WHY RED FOR BOOGIE THE BRIDGE?

Red is associated with energy, strength, power and determination – all qualities required to complete your Boogie. Whether you’re walking your first 5K, running your sixteenth 21K, or somewhere in between, it’s energy, strength, power and determination that will enable you to reach your goal. RED also symbolizes passion, desire, adventure and leadership – all attributes that Boogie volunteers possess. We’re passionate about what we do, with a desire to continue Boogie year after year. We’re adventurous leaders contributing to this signature community event. We look forward to cheering you on at the finish line in your Boogie RED!



PERSONAL STORIES



THE PERSONAL STORIES OF STAYING HEALTHY ...



CHRISTOPHER SEGUIN

I am kind of like a rhino. Too big to be fast or graceful; but my logic is this: if I don't stop, I finish. If I don't stop, by the end of the race, or the run, or the day, I will be healthier, and happier. Training for triathlons or runs of any distance makes me a better father, husband, and employee... it helps my mood, and my weight, it will lengthen my life and provide a positive example for my kids. After the first few painful kilometers, it is actually enjoyable. I love Boogie, because this entire community comes out and just dives in...People of every shape and colour, out celebrating personal motion and all of the joy that it brings.

DEB KENNEDY

Running has changed my life ... it can change yours too if you give it a chance. Running has the power to heal us, install confidence and create a strong work ethic. When your brain says that's enough -STOP ~ one keeps pushing to that goal, so you can celebrate the amazing feeling of accomplishment and pride. I was seriously injured in an unfortunate motor vehicle accident in August 2016. As I am healing and working on my recovery, I keep hearing "don't cut yourself short, your recovery is amazing BECAUSE you are in such good shape". Amazing ~ because I was a runner, I have a very strong body and I have determination to overcome Recovery is just like running, pushing to that finish line even when my body hurts ~ I keep pushing forward. My FIRST recovery Goal will be Boogie the Bridge 2017 1k WALK with my Granddaughter.





HOWIE GOODMAN

Running is in our DNA. You are born to run, and it's a great way to spend time with family and friends. It's also a great way to see parts of the city you may not see otherwise. Thru RUNClub and Boogie the Bridge, my wife & I have met so many amazing people of all ages and abilities. Movement really is change. So what are you waiting for? Get out and get moving.

KARA WRIGHT

"I'm in love with the sense of personal accomplishment that I get from running and triathlon." When I started in triathlon, I was afraid to even put my face in the water. Four years later I was crossing an ironman finish line. Both were so scary but so empowering! I'm excited to empower others in Kamloops through Thompson Nicola Triathlon (TNT) youth triathlon team and ChampionHerCC female-friendly triathlon and cycling team breaking down barriers for entry into sport for Kamloops women. We'll be running Boogie and racing the Kamloops Triathlon Club's Family Triathlon Festival together on May 14th.



RYAN PIDHIRNIAK

"I strongly believe a healthy community, is a strong community." I moved to Kamloops in February of 2013 and as soon as the snow melted, and I hit the trails in Kenna Cartwright, I was hooked. We are so lucky to have a place like Kenna Cartwright Park right in our backyard. I quickly found Runner's Sole and from there I was exposed to Kamloops' running community and also through Runner's Sole I was introduced to Jo Berry, Run Club and Boogie the Bridge. Since then I have had the pleasure of meeting so many more inspiring people, who have each experienced their own unique running journey. So many of whom had amazing running story begin with Jo Berry and Run Club.





SPONSORSHIP



A BIG THANK YOU TO OUR GENEROUS 2017 SPONSORS

A MESSAGE FROM CFJC-TODAY

Happy 20 Years Boogie! Our entire team at CFJC-TODAY is so delighted to be able to help this amazing event grow every year. "Movement is Change." The first time I heard that phrase from Jo Berry, it struck a chord with me. It changed the way I looked at running and it changed my attitude toward my own fitness goals. I am so much more accepting of myself in my fitness, both mental fitness and physical fitness.

Those three simple words have been the catalyst for so many Kamloops-ians including many of us here at CFJC-TODAY, B100 and 98.3 CFM. Boogie is the ultimate community celebration because not only does it make each of us healthier, but it makes our community stronger by supporting each other through their Fundraising. Boogie is not just a run and walk, it's a legacy for our city!

Cheryl Blackwell, Program Director/Operations Manager

TITLE SPONSOR



PRESENTING SPONSOR



ELITE SPONSORS



PLATINUM SPONSORS



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SILVER SPONSORS



BRONZE SPONSORS

SURE PRINT & DESIGN

PREMIUM FOOD SPONSOR



MEDIA SPONSORS





BOOGIE TEAMS



Boogie the Bridge offers a fun and inclusive event that lets you and your team members participate regardless of their age, fitness level, or running skills (hint we will even let them walk). Build your Team to showcase your community spirit and participate in Kamloops premier running event that supports our charities of choice.

Here are some answers to our most frequently asked questions about registering a team for Boogie:

WHO CAN BE ON MY TEAM? Corporate or Community teams can be comprised of any mix of co-workers, friends, spouses, a visiting cousin from out of town. School and Youth teams are typically a mix of students and or Teachers / Parents from the School or Youth group forming the Team. We will also allow a mix of Youth aged team members on the Adult Teams

DO I PAY LESS AS PART OF A TEAM? We don't discount rates for Teams. The Adult rate is the same rate you would pay if you registered as an individual. We do include a customized Tech Shirt with your Team name printed on the back of the shirt. It is all about the fun and community spirit.

WHAT KIND OF T-SHIRT DO MY TEAM MEMBERS RECEIVE?
All Adult aged team members receive an official Boogie Tech Shirt. Youth aged Team participants receive a Cotton T-shirt with an option to upgrade to a Adult sized Tech shirt for an additional fee.

WHAT IS THE MINIMUM NUMBER OF TEAM MEMBERS NEEDED IN ORDER TO HAVE OUR TEAM NAME PRINTED ON THE BACK OF OUR TECH SHIRTS? You need 10 or more, and they need to be registered by March 31st in order to guarantee the printing of the Team name on their shirt and the correct size. This is due to the lead time needed to order shirts and have them screen printed in time for Boogie Day.

DO TEAM MEMBERS ALL HAVE TO DO THE SAME DISTANCE? No, your team can be comprised of 5km and 10km walker or runners and 21km runners. From the fast to the leisurely we have something for everyone.

HOW CAN I PAY FOR MY TEAM? Team members can pay individually by credit card or you can choose to register as paid by corporation. The paid by corporation option allows for any mix of payment by individual credit card, corporate credit card or cheque for the whole team. Corporate teams in the past have used any manner of shared payment by individuals and the business owner or Team sponsor. Let us know your preferred method of payment and we will work with you to make it happen.

CAN I MAKE MY TEAM PRIVATE OR OPEN TO ANYONE TO JOIN? As a Team Captain when you register your Team you have an option to make it open to anyone or you can set a Password that any prospective team member must know beforehand in order to join your Team.

For individual or team Registration go to: www.boogiethebridge.com





TRAIN FOR BOOGIE



HOW TO TRAIN FOR THE 2017 BOOGIE AND CHANGE YOUR LIFE!
RUNClub is the official training program for the CFJC-TV Boogie the Bridge

2017 BOOGIE TRAINING CLINIC STARTS:

Sunday March 12th (8:00am) & Tuesday March 14th (6:00PM)
Registration: www.runclub.ca or in person at the Boogie office (Happiness Center) . # 203 – 242 Victoria St.

2017 BOOGIE TRAINING (RUNCLUB) BENEFITS:

Your registration includes: outstanding coaching; run-walk training; group support; personalized emails; personalized programs; rewards and treats; free monthly newsletter; online website play work; and participation in RUNClub every Sunday & / or Tuesday.

2017 RUNCLUB: BE THE BEST YOU IN 2017!

Our RUNClub programs are designed for all levels - from the very, very beginner to the very, very advanced. We provide a variety of ego-less programs to keep you inspired motivated and reaching your goals injury free. RUNClub makes the fundamental principles of balanced, healthy living a central part of your daily life.

2017 RUNCLUB: 8 WEEK TRAINING CLINICS (ALL YEAR LONG)

- Injury free programs for a lifetime of healthy movement
- Programs for all levels of runners and Learn to Run
- Personal development, emotional fitness and leadership training.

2017 TRAINING CLINICS STARTS MARCH 12TH / MARCH 14TH

Get in shape to run or walk The CFJC-TV Boogie The Bridge Sunday April 30th 2017. RUNClub's proven training programs have helped thousands of people change their lives . Whether you're a runner or a walker at any ability level, a RUNClub Training clinic can help you reach your fitness goals in a safe and supportive environment.

OTHER TYPES OF CLINICS FOR BOOGIE:

For online clinics/ walking clinics and corporate programs please email joberry@telus.net

RUNCLUB welcomes children 10 years and older who are accompanied by a parent/guardian at the training. Family rates available.

The 8-week Training program is designed by Jo Berry and Team and begins slowly and gradually builds up strength and stamina. The focus is on improving your overall health and fitness while keeping you injury-free.

We are proud to introduce our 2017 "Training for Boogie" T-shirts available February 2017 - visit our website for more info www.boogiethebridge.com



BOOGIE BEER

Limited Release Cask Night



Cask Proceed to Benefit The
20TH ANNUAL
Boogie The Bridge Event!





BOOGIE EXPO



Whether you are running in Boogie or not, the Boogie expo is an opportunity that's too good to miss for anyone interested in running, walking and fitness. This is a free event for the whole community that "runs" two days before Boogie – Friday April 28th (2-7pm) and Saturday April 29th (10 AM – 2 PM).

The 2017 Boogie Expo will be the biggest ever! We have outgrown our TCC space and are moving to Mac Park. This will allow for more exhibitors and entertainment space making the Boogie expo even more enticing (and exciting) for runners, walkers and visitors alike.

The Boogie expo is an opportunity to learn, shop, listen and interact. The major Boogie sponsors will be there doing demo's and showcasing their products. In addition many of the community partners will offer their expertise and have offerings for you to try and experience. There will be a multitude of exhibitors showing and selling everything from socks to the latest niche products and everything in between.

You can also learn about our boogie charities and feel great knowing you are supporting local Kamloops people.



For those participating in Boogie this is where you pick up your race pack and t-shirt and have an opportunity to prepare for your run or walk.

The unique ingredient to the Boogie expo is you can always expect to experience positive people (the boogie team); a live DJ and an energy that doesn't exist at other race expos. You will feel the Boogie vibe and walk away feeling fantastic.

The Boogie expo is Free to attend so feel free to bring your family and friends and tell all your running (and walking) companions that even if they are not competing it's a great day out. You can also register for Boogie if you decide to join in on the boogie movement. We hope you do!



Friday, April 28th 2pm - 7pm
Saturday, April 29th 10am - 2pm
Location: McArthur Island Sport & Event Centre

EXHIBITOR FEE
\$50.00
FREE FOR SPONSORS

Event is promoted by CFJC-TV.
We will be distributing race packages to runners.
Over 2700 race participants in 2016!

DEADLINE TO APPLY: THURSDAY, APRIL 20TH

WE LOVE OUR CFJC –TV BOOGIE THE BRIDGE VOLUNTEERS!

Behind every successful Boogie the Bridge is an extraordinary group of volunteers busy organizing and giving their time for this event! Without our volunteers Boogie the Bridge would not be the success it is. Thank you for supporting Boogie the Bridge and our Kamloops community and charities.



FITNESS STORIES

FROM THE COMMUNITY



WOW!! I am so excited to be part of this addition of the Boogie magazine! I found my love & passion for running over 10 years ago when I became a Run Club coach. I am here to share with you 3 benefits of strength training for runners, there are way more but space is limited.

1. First and foremost, a strong body will help you avoid injuries. When you increase strength your joint stability increases, which reduces the risk of repetitive stress injuries.
2. You will become more efficient. Strength training helps you to run faster, longer and allows for improved running form.
3. Confidence! As you increase your strength you will feel a deeper sense of self confidence which will allow you to train smarter. In my experience when individuals become physically stronger they shift their perceptions on what they can accomplish. Strong body, Strong mind!

Sincerely,
Sabrina Sinclair



When I was asked by Jo to write about how yoga is good for runners, I of course said “sure, no problem”. I’m a yoga teacher and also a Run-Club coach so, this should be easy... So, here I am at 1am trying to figure out how to explain the beneficial interactions of two amazingly complicated activities; while keeping it brief, simple and succinct. I thought I would try to narrow it down to 5 main points, here goes...

- Yoga poses help (just like stretching) to remove the lactic acid from the muscle tissue, reducing post work-out soreness.
- Yoga makes your soft tissue (tendons, ligaments & fascia) more flexible, increasing your range of motion and flexibility.
- Yoga also makes your soft tissue more durable, making you less prone to injury. What are our most common injuries when we undertake new activities?
- Your balance, co-ordination and body awareness are all improved by yoga, handy for running, but generally handy in all aspects of our lives.
- The breath work in yoga can stimulate your parasympathetic nervous system, promoting relaxation, healing, digestion and stress reduction. This is a great compliment to running which stimulates the sympathetic nervous system (the adrenal response). So, better sleeps after running with yoga and quicker progress towards your running goals. So, in short... Yoga in conjunction with running reduces soreness, increases flexibility, makes you less prone to injury, helps your balance and co-ordination, helps you sleep and speeds your progress towards your running goals. See you on the trails.

Warren Lewis
RYT-200 & Run-Club Coach





MINI BOOGIE



Mini Boogie is designed to be a fun run for children 9 and under. The 1k Mini Boogie is nothing short of a good time! Lining the route are dozens of mascots, cheerleaders, and entertainers to cheer on our youngest runners as they race to the finish line. With over 300 participants plus adult chaperones (for children 7 and under), Mini Boogie is sure to put fun in the run! Once the Mini Boogiers complete the race, snacks, treats, and entertainment are provided in the Mini Boogie Kid Zone. Local sponsors partake in the action and are sure to keep your kids entertained for hours after the race. Complete with face painting, hands on art activities, soccer, and balloon artistry. Mascot meet and greet the children. Included are special treats, the Mini Boogie Kid Zone which is full of fun for the whole family! Don't miss out on this spectacular event!



MINI BOOGIE TSHIRT DESIGN COMPETITION

Winning design for this year's Mini Boogie Tshirts for the 20th Annual Boogie The Bridge! Congratulations to Simran age 7!
Thank you to all the artists who submitted wonderful designs!



1k
MINI
BOOGIE

5k
WALK
OR RUN

10k
WALK
OR RUN

21k
RUN

LET'S

BOOGIE



SUNDAY
APRIL 30
2017

STARTS 8:30AM
RIVERSIDE PARK



Visual SIGNS & PRINTING

*Proud to be the official designers
of the Boogie the Bridge 2017 magazine.*

 **KONICA MINOLTA**

*Proud to be the official print sponsor
of the Boogie the Bridge 2017 magazine.
Printed on a Konica Minolta Digital Color Press.*

TYLER MEADE PHOTOGRAPHY INC.

*Proud to be the official Photographer
for Boogie the Bridge 2017 magazine.*